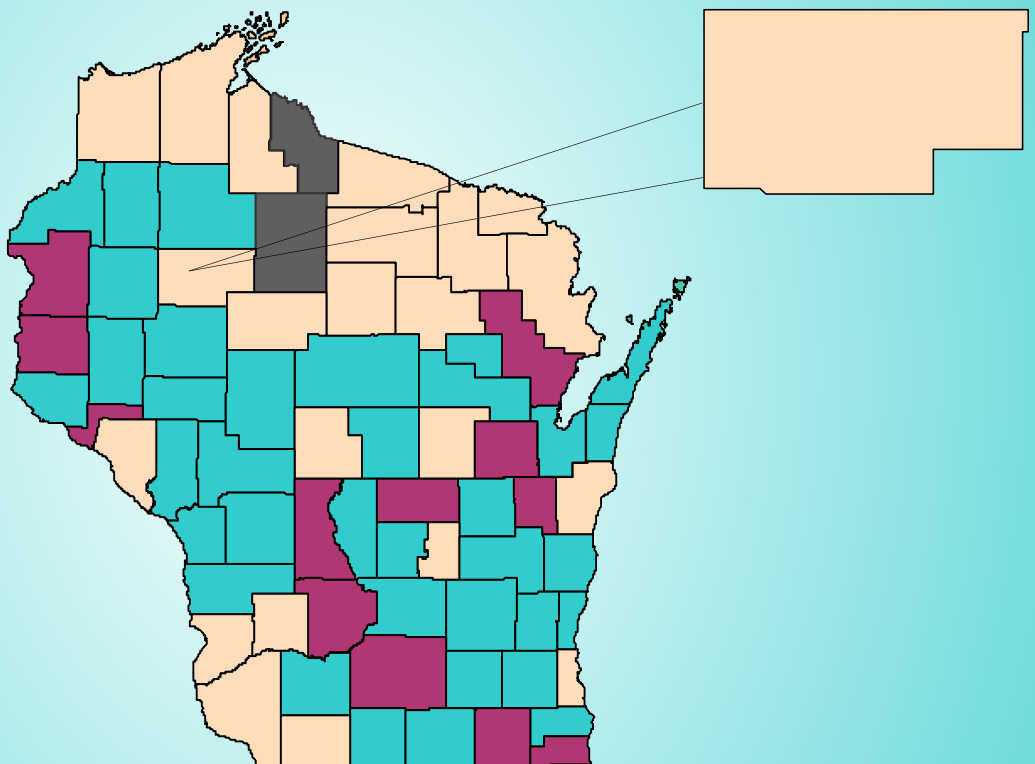


Rusk County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

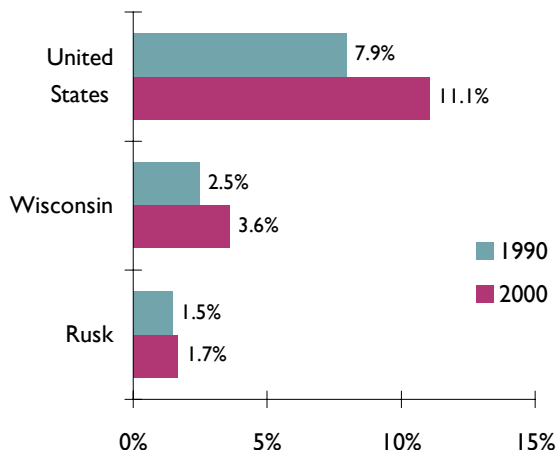
The population in Rusk County increased from April 2000 to December 31, 2001 but the increase of 0.7 percent was less than in both the State of Wisconsin and the nation. The population increased by 111 residents from 15,347 to 15,458. The largest municipality, the City of Ladysmith, lost population since April 2000 while the more rural areas added residents.

During the 20-month period, 153 new residents moved to Rusk County, which produced a migration rate slightly better than the state but less than other non-metropolitan counties. The population declined by 42 from natural causes even though there were 296 births in the county. One reason there was no increase in population from natural causes is that the median age in Rusk County in 2000 was 40 years, higher than in most Wisconsin counties. The combination of natural causes and migration produced the sixth lowest increase in population in the state.

Another reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of births to whites is still the greatest share of all births, that is declining as births to other ethnic groups increase.

Most of the foreign-born residents in Rusk County

Share of Foreign-born Residents

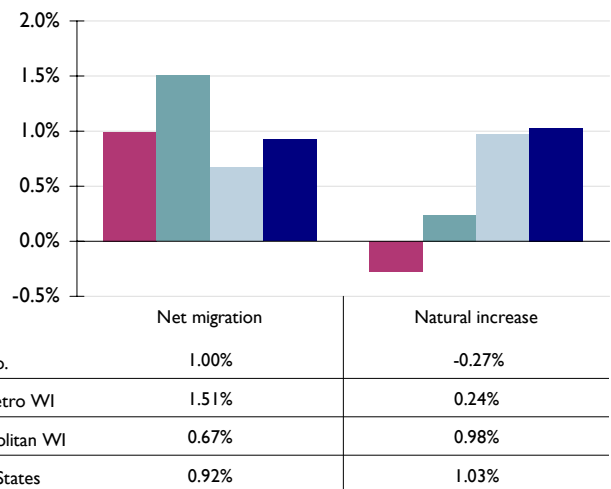


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Rusk County	15,347	15,458	0.7%
Largest Municipalities			
Ladysmith, City	3,932	3,896	-0.9%
Flambeau, Town	1,067	1,078	1.0%
Thornapple, Town	811	819	1.0%
Bruce, Village	787	786	-0.1%
Grant, Town	767	772	0.7%
Marshall, Town	683	686	0.4%
Atlanta, Town	627	636	1.4%
Stubbs, Town	587	596	1.5%
Willard, Town	539	567	5.2%
Dewey, Town	523	531	1.5%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

were born in European countries, followed by those from Asia and a substantial number from other North American countries. Out of the total population in 2000, 256 moved to the county from a foreign country, most moved from European countries and were in the county prior to 1980.

In the last decade there were over 1,857 births in Rusk County, nearly matching the number of residents 0-9 years old living in the county in 2000.

(Continued on page 2)

Rusk County Workforce Profile

Population Projections by Age Groups in Rusk County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	434	535	553	644	429	355	442	562	575	576	497	422	367	344	302	577
Female	395	522	598	545	358	333	442	538	562	564	476	400	391	386	368	855
2005																
Male	432	445	552	569	510	429	365	458	580	592	597	528	443	360	301	582
Female	416	405	539	564	419	383	348	454	554	585	589	507	421	396	353	888
2010																
Male	446	439	455	567	449	509	441	379	474	599	618	638	560	440	320	591
Female	428	424	415	507	432	444	400	357	468	580	613	629	539	433	362	898
2015																
Male	443	449	445	423	441	443	516	453	388	485	620	656	670	555	390	613
Female	426	431	430	387	384	455	458	407	366	488	604	649	664	555	394	908
2020																
Male	430	444	454	414	329	436	449	529	464	398	505	663	694	667	496	694
Female	414	428	436	399	291	403	467	463	416	381	508	639	682	682	504	945

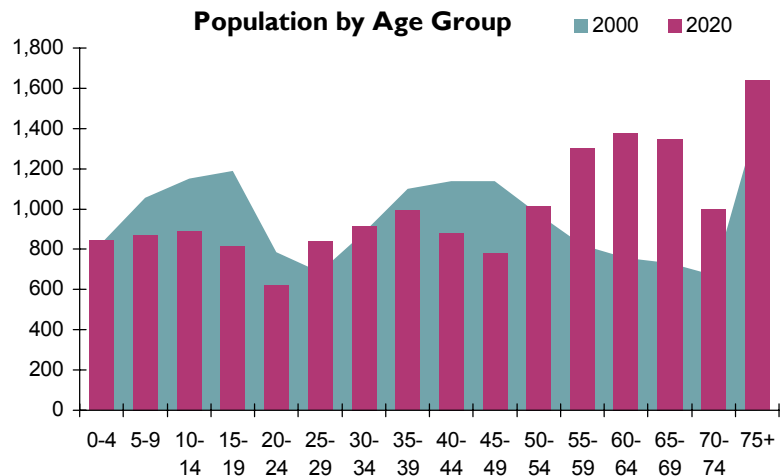
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

However, by 2010 the number of residents under ten years of age is projected to decline, the result of fewer births and less in-migration of families. By 2020, the share of population under 20 will decline to 21 percent from 28 percent in 2000.

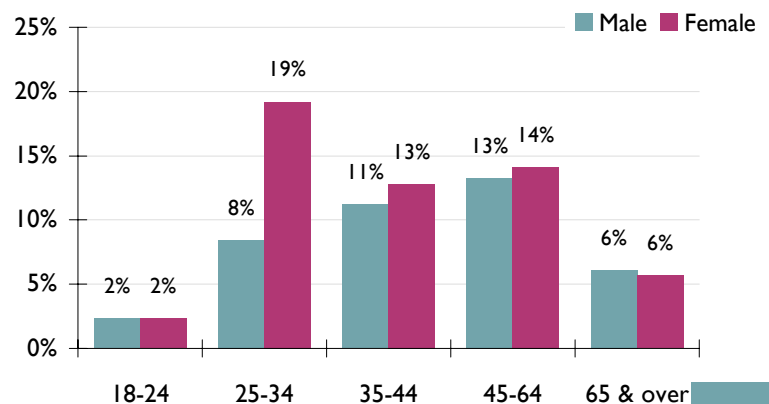
The total population will increase 5.1 percent to 16,124 by 2020 and the graph on the right illustrates some of the dramatic changes that will occur in the county population. Not only will there be fewer young residents in 2020, but the increase in the older age groups is significant. The share of residents between 55 and 69 years old will expand from 15 percent of the total population in 2000 to 25 percent in 2020 and the proportion of residents over 60 will increase from 23 to 33 percent.

Most of that change is the result of an aging population but there is also the loss of younger people who leave the area to attend post-secondary education. Once they leave they seldom return.

In some respects, the bottom graph also illustrates the loss of younger residents, especially those who seek post-secondary education. The percent of residents with at least a bachelor's degree is low in Rusk County and the decline in share of females among the 25-34 year group with a degree is significant. In Wisconsin in the 25-34 year old group 25 percent males and 30 percent females have at least a bachelor's degree.



Percent of age group with at least a Bachelor's degree in Rusk County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Rusk County in 2002 was 59.8 percent, much lower than in the state and nation with a 66.6 LFPR.

The Wisconsin LFPR is higher than in Rusk County because there is greater participation from most age groups, but especially among the older groups that include so much of the local population. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively, and among 62-69 year olds, 37 and 29 percent, respectively. Compare those with the rates in the top chart.

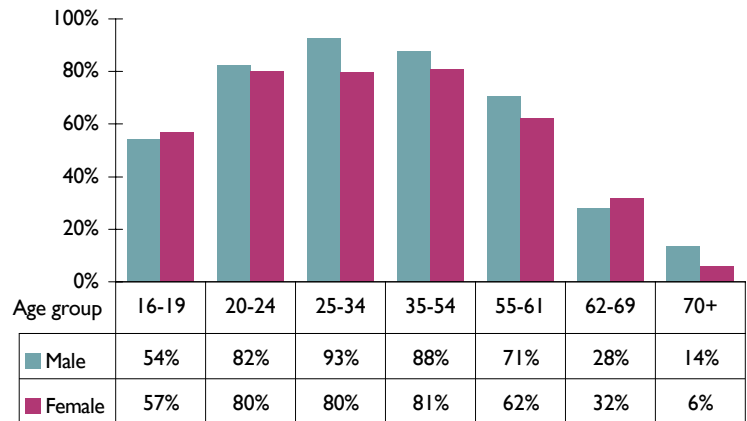
Several possibilities could explain lower participation rates in Rusk County: the types of jobs require more physical, rather than mental, abilities; residents move to the county to retire, not to work; or, hours and pay of part time jobs are insufficient to entice older workers.

These issues need to be addressed in the next 5-10 years. By 2020 the number of residents over 55 years old will increase from 42 percent of the labor force age population (16 years and older) in 2000 to 50 percent. Increasing the participation rate among older residents would not help alleviate some of the impending labor shortage. A 5% increase in participation among 55-64 year olds would add only 140 to the labor force.

Based on 2000 LFPR of age groups the graph on the right shows the number of residents in 2020

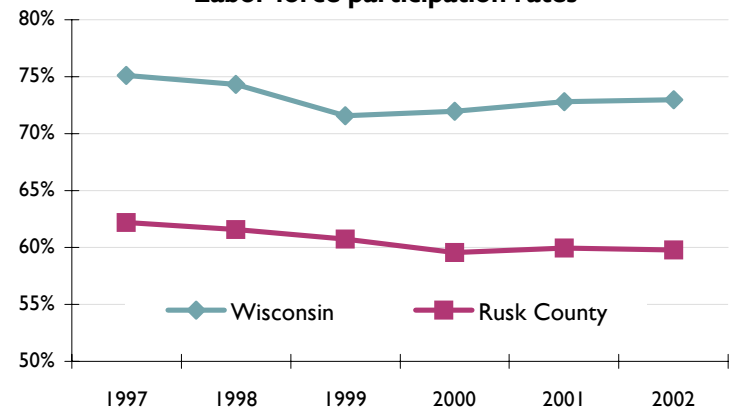
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Rusk Labor Force Participation by Age & Sex in 2000



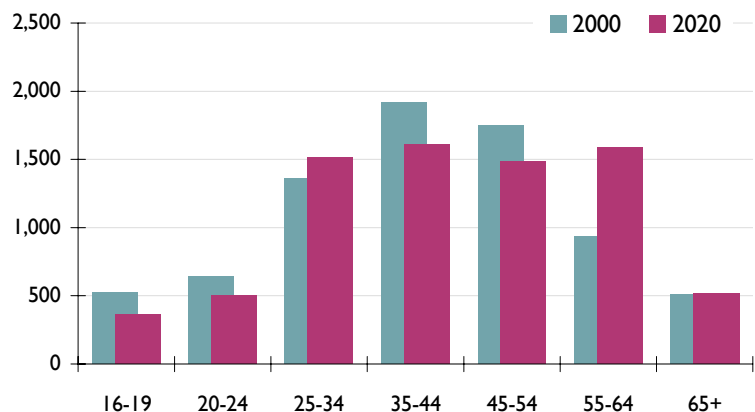
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Rusk County

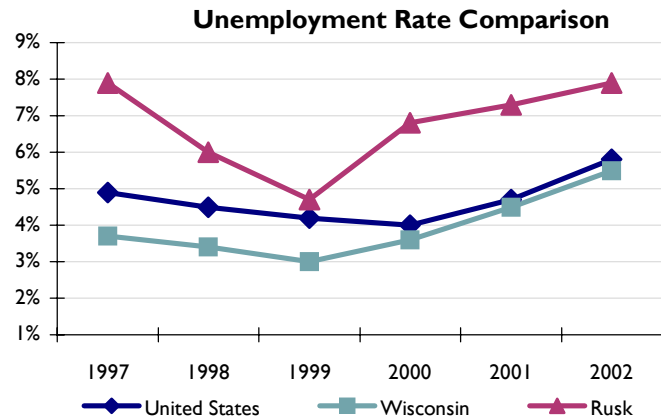


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Rusk County Workforce Profile

that will be in the labor pool. The reduction in population in the middle-age groups by 2020 and the low participation rates of a larger older population will reduce the labor force by roughly 500 participants. Compare this loss to the previous twenty-year period when over 900 residents joined the labor force.

Of the 7,120 residents who currently participate in the labor force 6,555 are employed and 560 are unemployed. The unemployment rate in 2002 of 7.9 percent is the highest since 1994 when the area finally recovered from the last recession.



Rusk County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	7,158	7,133	7,005	7,145	7,128	7,119
Employed	6,591	6,708	6,677	6,660	6,605	6,555
Unemployed	567	425	328	485	523	564
Unemployment Rate	7.9%	6.0%	4.7%	6.8%	7.3%	7.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Rusk County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers appears in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the fastest growth occupations include many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increases 100 percent whereas an occupation that changes from 2,000 jobs to 2,200 jobs increases only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

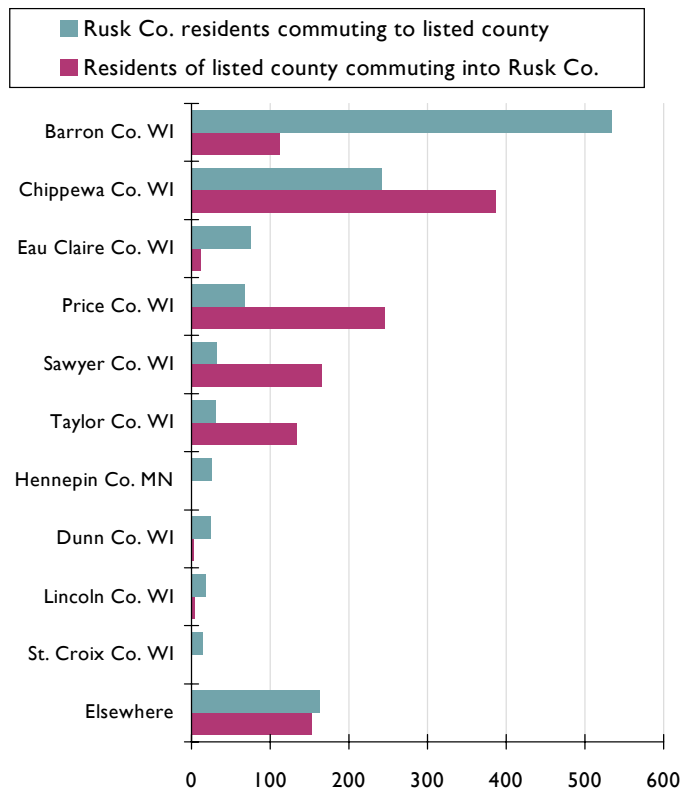
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce in a local community. In Wisconsin commuting patterns for municipalities are also available every ten years from the census and were released

in April 2003.

In Rusk County, 1,230 residents, 18 percent of the workers who live in the county, traveled out of the county for a job. Two in every five workers who left the county headed for destinations in Barron County. Many were headed to employers in the City of Rice Lake, but the cities of Barron and Chetek were also popular destinations. Workers also choose employers in the City of Chippewa Falls (Chippewa County) and the City of Eau Claire (Eau Claire County) as popular destinations.

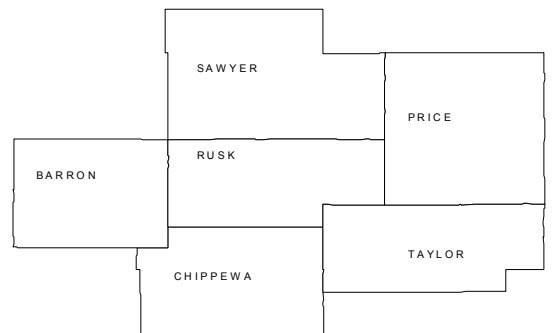
The greatest number of workers that commute to jobs with Rusk County employers travel from the northeast corner of Chippewa County and are headed to the City of Ladysmith. The City of Ladysmith is the destination for nearly half of the workers that commute to Rusk County. The second most popular destination is the Village of Hawkins which is also the first choice for workers from Price County. Over half of the workers that commute to the county for jobs travel from either Chippewa or Price counties. Overall, approximately 1,220 workers travel to jobs with Rusk County employers. These workers are very important to local employers and increased from 755 in 1990.

Overall, the county attracts nearly as many workers as it loses. Residents who travel outside of the county for a job are included among the number of employed in the local labor force.



	Rusk Co. residents commuting to listed county	Residents of listed county commuting into Rusk Co.	Net gain or loss of workers
Barron Co. WI	534	112	-422
Chippewa Co. WI	242	387	145
Eau Claire Co. WI	76	12	-64
Price Co. WI	68	246	178
Sawyer Co. WI	32	166	134
Taylor Co. WI	31	134	103
Hennepin Co. MN	26	not avail.	not avail.
Dunn Co. WI	24	3	-21
Lincoln Co. WI	19	5	-14
St. Croix Co. WI	15	not avail.	not avail.
Elsewhere	163	154	-9

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

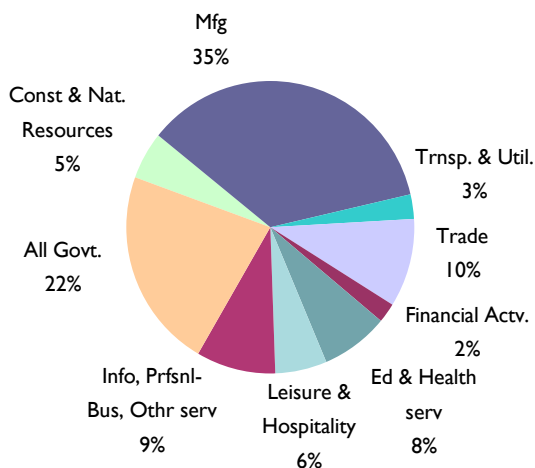
Some of the changes to the Rusk County employment picture are visible in the table below for 2002 (SIC distribution uses unrevised estimates). Employment in manufacturing declined from 38 percent under SIC to 36 percent using NAICS. That's because logging jobs were transferred out of manufacturing and are now coded with natural resources and many of the jobs from printing and publishing, especially those with media, were transferred to the information sector.

Information is a new sector that includes jobs from printing and publishing and the communication jobs that were previously grouped with transportation. Because it is a small sector it is grouped with warehousing and utilities.

Wholesale and retail trade jobs declined to 10 percent of total employment in NAICS from 14 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor

(Continued on page 7)

Rusk County Industry Distribution: 2002



2002 Industry Employment in Rusk County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distri-bution	SIC Industry Divisions	Distri-bution
Construction, natural resources & mining	309	5%	Construction & Mining	3%
Manufacturing	2,114	36%	Manufacturing	38%
Transportation, warehousing & utilities	158	3%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	579	10%	Wholesale trade	2%
			Retail trade	12%
Financial activities	132	2%	Finance, insurance & real estate	2%
Information, professional & business services, other services	526	9%	Services & misc (incl. agr, forestry, fishing)	15%
Education and health services	448	8%	Government	23%
Leisure & hospitality	342	6%		
Government	1,324	22%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Rusk County Workforce Profile

tor the rapidly expanding health services sector, grouped with private education in the monthly estimates. With the closing of Mount Senario College, most education jobs are now only in the public sector.

The lists of top ten industries and employers in Rusk County uses the North American Industry Classification System. In this list all private and pub-

lic education were grouped together making it the third largest industry sector in the county. Together the largest industry sectors provide two in every three jobs in the county while the ten largest employers provide nearly half the jobs.

Three manufacturing industries are on the industry list and the large manufacturing firms in the county dominate the employer list.

Top 10 Industry Groups in Rusk County

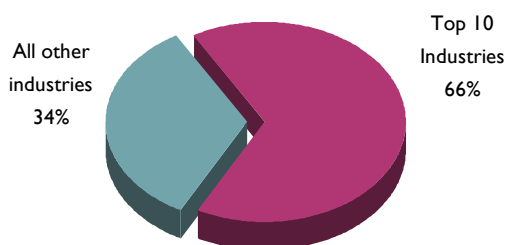
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Wood Product Manufacturing	6	1,077	-84
Executive, Legislative, & Gen Government	31	706	28
Educational Services	5	535	-129
Electrical Equipment and Appliances	*	*	*
Printing and Related Support Activities	*	*	*
Food Services and Drinking Places	20	229	*
Social Assistance	9	217	-18
Food and Beverage Stores	*	*	*
Membership Organizations & Associations	*	*	*
Construction of Buildings	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers in Rusk County

Company	Product or Service	Size
Weather Shield Mfg., Inc.	Wood window and door manufacturing	500-999
County of Rusk	Executive & legislative offices, combined	500-999
Jeld-Wen, Inc.	Wood window and door manufacturing	250-499
Rockwell Automation, Inc.	Relay and industrial control manufacturing	250-499
Ladysmith-Hawkins School District	Elementary & secondary schools	100-249
Artisans, Inc.	Family clothing stores	100-249
Indianhead Community Action Agency	Social services incldg child day care	100-249
School District of Flambeau	Elementary & secondary schools	100-249
Bruce Public School	School and employee bus transportation	100-249
Norse Building Systems, Inc.	New single-family housing construction (except operative builders)	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Rusk County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Rusk County. Roughly 40 percent of all jobs in the county and 35 percent of total payroll is from this sector. The annual average wage for manufacturing workers in 2002 was \$27,572 which is only 68 percent of the average wage for similar workers statewide. The lower wages may be the result of temporary layoffs that routinely occur with some manufacturers.

The average wage for all workers in Rusk County of \$23,447 increased 3.7 percent from the 2001 average of \$22,618. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

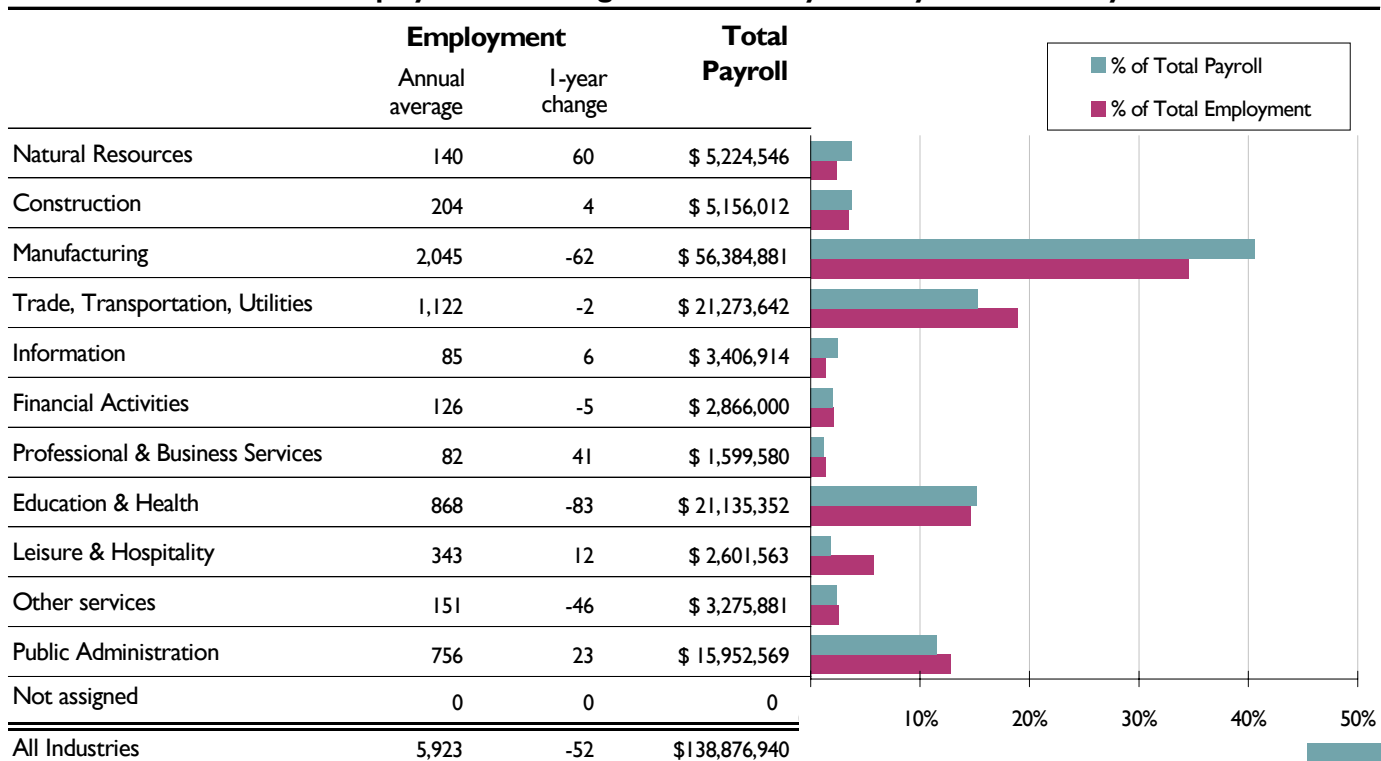
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Rusk County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 23,447	72%	3.7%
Natural resources	\$ 25,481	\$ 37,318	146%	87.2%
Construction	\$ 39,649	\$ 25,275	64%	-4.8%
Manufacturing	\$ 40,584	\$ 27,572	68%	1.0%
Trade, Transportation, Utilities	\$ 28,422	\$ 18,960	67%	4.8%
Information	\$ 38,871	\$ 40,081	103%	7.0%
Financial activities	\$ 40,337	\$ 22,746	56%	11.3%
Professional & Business Services	\$ 36,324	\$ 19,507	54%	-27.5%
Education & Health	\$ 33,768	\$ 24,349	72%	2.5%
Leisure & Hospitality	\$ 11,837	\$ 7,585	64%	1.4%
Other services	\$ 19,500	\$ 21,695	111%	31.0%
Public Administration	\$ 33,769	\$ 21,101	62%	0.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 24 percent of the workforce works part time and 23.2 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Rusk County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Rusk County. Even though net earnings comprise 56.8 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Rusk County.

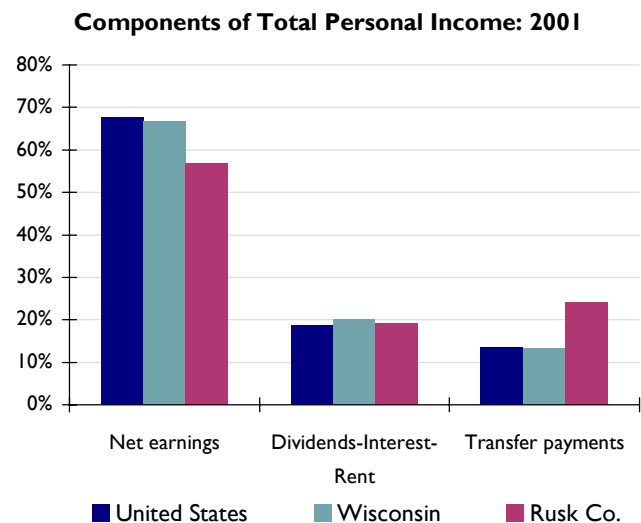
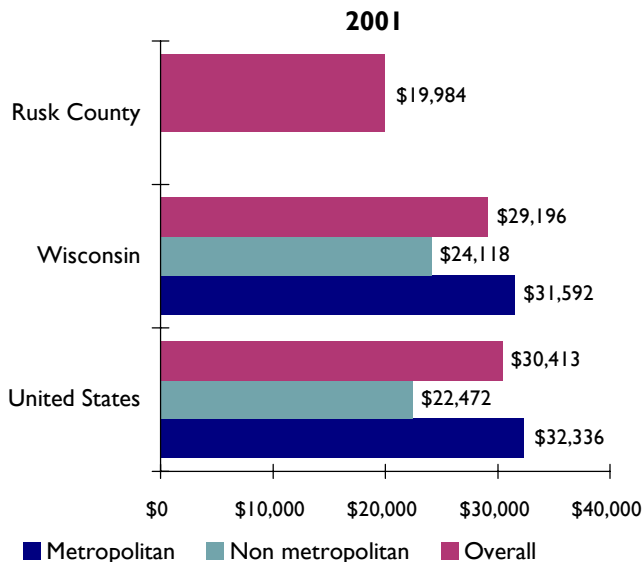
The higher share of transfer payments, plus an annual average wage that is much lower than in the state,

contribute to a lower per capita personal income in the county. The gap closes a bit if you compare Rusk County only to other non-metropolitan counties. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher wages and the competition for workers drives up wages.

The Rusk County PCPI of \$19,984 in 2001 was 66 percent of the national PCPI and 68 percent of the state. It ranked 65th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Rusk County	\$15,553	\$16,078	\$17,889	\$18,581	\$19,344	\$19,984	3.3%	28.5%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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